5 pgs.

RJ Reynolds Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
Winston-Salem, NC 27102
910-741-2053

SENT VIA FAX
August 5, 1996

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SUBJECT: **RJR SOM/SOS WHOLESALE PARTNERS 1996 CATEGORY II EXCEPTION GUIDELINES/HANDLING**

Listed below is the process that should be followed to evaluate accounts with overdeveloped RJR Total SOM or RJR SOS relative to the providing of a Category II payment exception on Wholesale Partners:

Exception Requirements

- RJR total SOM significantly over Region avg. (5+ Share pts.)
  OR
- RJR SOS significantly over Region avg. (10+ share pts.)
- RJR SOM or SOS change not more than -2 Share pts. at program end

Subjective Considerations

- Stores owned/operated by Direct Account participate in RJR Retail Marketing plan and demonstrates Retail Partnership
- Account is full Forsyth Partner, i.e., #1 or leading brand in the category.
- Exceptional follow-thru on promotion execution
- Embraces RJR as the preferred Category advisor/supplier
- Account has worked with their RJR manager to do everything they can to maintain or grow RJR SOM & SOS

Source: https://www.industrydocuments.ucsf.edu/docs/hgjy0000

- Account Manager should make Exception recommendation submitting the following documentation: (Examples attached)
  - Partners Tracking Screen Print (T-06) -- cumulative results (January-June)
  - Copy of Accounts Region Percent Coverage (T-44)
    Note: In order to determine the degree of overdevelopment, the RJR Region with the highest Percent Coverage should be used.
  - Copy of "Share of Market Company Summary by Tier" report Function 195 AIM Main Menu for most current 13 weeks.
    Note: Share of Savings must be calculated using Branded Savings and PL/BLK and WHT.
  - A brief subjective consideration write-up.

As has been the past practice, the "Exception" should be routed as follows:

- Region Manager/RBM
- AVP/AMO
- If approved, I will handle with Sales Area Trade Marketing Manager Scott Steen

Should you have any questions, please call.

Don

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Source: https://www.industrydocuments.ucsf.edu/docs/hgjy0000

T06 FUS132P1 ACCOUNT INFORMATION MANAGEMENT 07/31/96 08:50
PROD CAMLIB PARTNERS SOM INQUIRY BY PERIOD Next FN: ___

Parent : 777360 ALBERTSON'S INC. BOISE, ID
Ship Pt.: 584470 ALBERTSON'S DIST. CE TOLLESON, AZ

SOM FOR: Jan (01/01/96) Thru Jun (06/30/96) PARTNERS PLAN A
Base Shares: RJRT SOM: 36.3 - 36.5 RJRT FP SOM: 19.7 RJRT SAV SOC: 72.8

Company Name	Full Price to Date	SOM	Savings to Date	SOC	Company to Date	SOM
R.J. REYNOLDS	166581	19.2	139974	72.7	306555	35.3
PHILIP MORRIS	379618	43.7	802	0.4	380420	43.8
B.A.T.	83852	9.6	51663	26.8	135515	15.6
LORILLARD	39307	4.5			39307	4.5
LIGGETT & MYER	5007	0.5			5007	0.5
OTHER MISC MAN						
TOTALS	674365	77.7	192439	22.2	866804	

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Mth Help QUIT RETRN Dwnld Prnt Brd P Acc N Acc Date P Mth N Mth MAIN
Press Enter to Display Month Totals Start Month: 01 96 (MMYY)

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Source: https://www.industrydocuments.ucsf.edu/docs/hgjy0000

T44 FUS030P2
PROD CAMLIB

ACCOUNT INFORMATION MANAGEMENT
PARTNERS REGION/PERCENT MAINT.
REGION PERCENT COVERAGE

07/31/96 08:30
Next FN ___

PARTNERS PLAN A 01/01/1996 THRU 06/30/1996

Ship Point: 584470 ALBERTSON'S DIST. CENTER #8220
TOLLESON, AZ

	Region	Percent Coverage
	51	_10
So. Cal. →	54	_67
	50	_12
	66	_12
	___	___
	___	___
	___	___
	___	___
	___	___
	___	___

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HELP QUIT UPDT BACK FRWD DATE PREV NEXT

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Source: https://www.industrydocuments.ucsf.edu/docs/hgjy0000

Source: https://www.industrydocuments.ucsf.edu/docs/hgjy0000

CAM540BD

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET
COMPANY SUMMARY BY TIER
INCLUDING PROMOTION VOLUMES

07/31/96 08:37

Region: 54 SOUTHERN CALIFORNIA REGION

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 11397 - 03/17/96 - 06/09/96

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
VARIOUS IMPORTS			80107	0.42%	80107	0.42%
R.J. REYNOLDS			3355784	17.58%	3355784	17.58%
PHILIP MORRIS			12424585	65.07%	12424585	65.07%
LORILLARD			1096283	5.74%	1096283	5.74%
LIGGETT			106088	0.56%	106088	0.56%
B.A.T.			2030785	10.64%	2030785	10.64%
-INDUSTRY FULL PRICE			19093632	74.65%	19093632	74.65%
BRANDED SAVINGS						
VARIOUS IMPORTS			1845	0.04%	1845	0.04%
R.J. REYNOLDS			677014	13.56%	677014	13.56%
PHILIP MORRIS			699330	14.01%	699330	14.01%
LORILLARD			45931	0.92%	45931	0.92%
LIGGETT			53702	1.08%	53702	1.08%
B.A.T.			3514381	70.40%	3514381	70.40%
-INDUSTRY BRANDED SAVINGS			4992203	19.52%	4992203	19.52%
PL/BLK & WHT						
VARIOUS IMPORTS			105647	7.09%	105647	7.09%
R.J. REYNOLDS			832073	55.84%	832073	55.84%
PHILIP MORRIS			140386	9.42%	140386	9.42%
LIGGETT			347569	23.32%	347569	23.32%
B.A.T.			64505	4.33%	64505	4.33%
-INDUSTRY PL/BLK & WHT			1490180	5.83%	1490180	5.83%
-INDUSTRY- SAVINGS			6482383	25.35%	6482383	25.35%
INDUSTRY- TOTAL			25576015	100.00%	25576015	
COMBINED TOTALS(ALL BRANDS)						
VARIOUS IMPORTS			187599	0.73%	187599	0.73%
R.J. REYNOLDS			4864871	19.02%	4864871	19.02%
PHILIP MORRIS			13264301	51.86%	13264301	51.86%
LORILLARD			1142214	4.47%	1142214	4.47%
LIGGETT			507359	1.98%	507359	1.98%
B.A.T.			5609671	21.93%	5609671	21.93%
-COMBINED- INDUSTRY			25576015	100.00%	25576015	

RJR SOS
23.2

08/05/96 08:29 ☎910 741 4606 RJR-SALES EXEC. +++ 1200 NY METRO ☎005/005

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